IN THE CLAIMS:

1.(Currently Amended)A method for selling a giftcard at a store location of a first retailer for use at a second retailer, the method comprising:

displaying <u>a plurality of non-activated</u> giftcards in the store location of the first retailer;

activating a <u>selected one of the displayed giftcards</u> ~~giftcard~~ upon receipt of a purchase amount from a customer;

forwarding ~~active giftcard~~ information <u>pertaining to the selected giftcard</u> to a processor associated with the second retailer; and

transferring proceeds from the first retailer to the second retailer, the proceeds including at least a portion of the purchase amount.

2. (Original)The method of claim 1, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

3. (Original)The method of claim 1, in which the giftcard has a preset credit value.

4. (Original)The method of claim 1, in which multiple sets of giftcards are displayed at the first retailer, each set of giftcards being redeemable at a different second retailer.

5. (Original)The method of claim 1, in which the processor is provided by the second retailer.

6. (Original)The method of claim 1, in which the processor is provided by a third party associated with the second retailer.

7. (Currently Amended)A method for selling a giftcard at a store location of a first retailer for use at a plurality of second retailers, the method comprising:

displaying <u>a plurality of inactive</u> giftcards in the store location of the first retailer;

activating a ~~giftcard~~ <u>a selected one of the giftcards</u> upon receipt of a purchase amount from a customer;

forwarding ~~active giftcard~~ information <u>pertaining to the activated giftcard</u> to a processor associated with the plurality of second retailers; and

transferring proceeds from the first retailer to the plurality of second retailers, the proceeds including at least a portion of the purchase amount.

8. (Original)The method of claim 7, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

9. (Original)The method of claim 7, in which the giftcard has a preset credit value.

10. (Original)The method of claim 7, in which the plurality of second retailers comprise an outside retailers consortium, and in which the processor is provided by the outside retailers consortium.

11. (Original)The method of claim 7, in which the plurality of second retailers comprises an outside retailers consortium, and in which the processor is provided by a third party associated with the outside retailers retailer.

12.(Currently Amended)A method of selling a giftcard at a store location of a first retailer for use at a store location of a second and different retailer, the method comprising the steps of:

providing a giftcard to the store location of the first retailer, the gift card redeemable at the store location of the second and different retailer;

~~offering~~ displaying the giftcard in an inactive state for purchase by a customer in the store location of the first retailer;

activating the giftcard upon the receipt of a purchase amount from the customer;

forwarding information indicative of the activating step to a processor, the processor accessible by the second and different retailer; and

transferring at least a portion of the purchase amount from the first retailer to the second and different retailer.

13. (Previously added)The method of claim 12, wherein the first retailer comprises a first retail chain, and wherein the second and different retailer comprises a second retail chain.

14. (Previously added)A method of selling a giftcard at a store location of a first retailer for redemption at a store location of a second and different retailer, the method comprising the steps of:

providing a giftcard for <u>display and</u> sale at the store location of the first retailer;

creating an activation record for the giftcard upon the receipt of a purchase amount from a customer;

storing the activation record in a processor, the activation record accessible by the second and different retailer; and

making available for transfer at least a portion of the purchase amount from the first retailer to the second and different retailer[.];

<u>issuing an active giftcard to the customer upon receipt of the purchase amount.</u>

15. (Previously added)The method of claim 14, wherein the giftcard is provided by a third party, and wherein the activation record is accessible by the third party.

16. (Previously added)The method of claim 14, wherein the giftcard is provided by the first retailer.

17. (Currently Amended)A method comprising the steps of:

providing a store location associated with a first retailer;

providing the store location of the first retailer with a gift card associated with at least one store location of a second and different retailer;

~~offering~~ <u>displaying</u> the giftcard for purchase by a customer in the store location of the first retailer;

activating the giftcard at the store location of the first retailer upon receipt of a purchase amount from the customer;

creating an activation record associated with the giftcard upon activation of the giftcard, the activation record including an indication of the purchase amount received from the customer;

forwarding the activation record to a processor, the processor accessible by the second and different retailer; and

making at least a portion of the purchase amount available for transfer from the first retailer to the second and different retailer.

18. (Previously added)The method of claim 17, wherein the giftcard is associated with at least one store location of a plurality of additional and different retailers, the processor

accessible by the plurality of additional and different retailers, and wherein the portion of the purchase amount is available for transfer from the first retailer to a selected one of the plurality of additional and different retailers.